

The Murray Visitor Profile

Year ended December 2022

Source: National Visitor Survey, Tourism Research Australia.



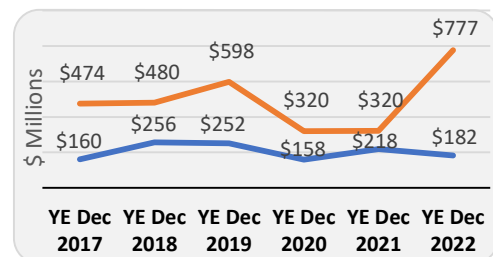
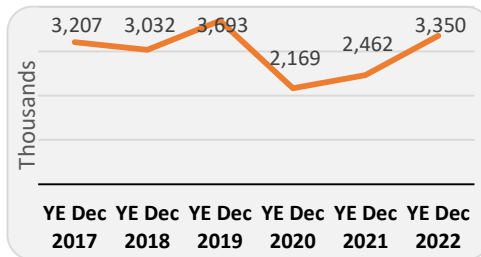
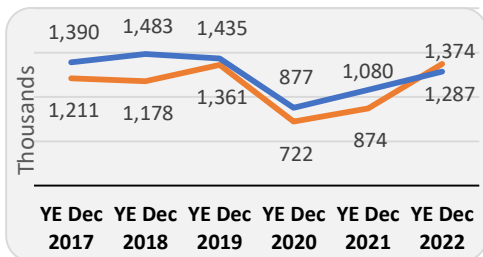
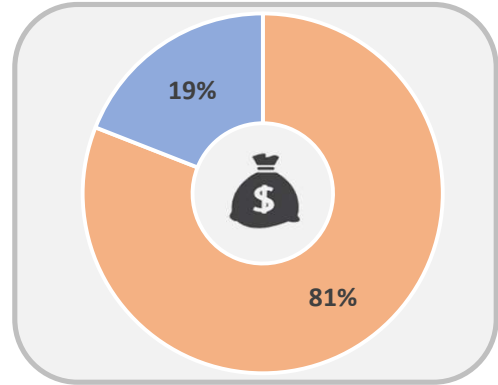
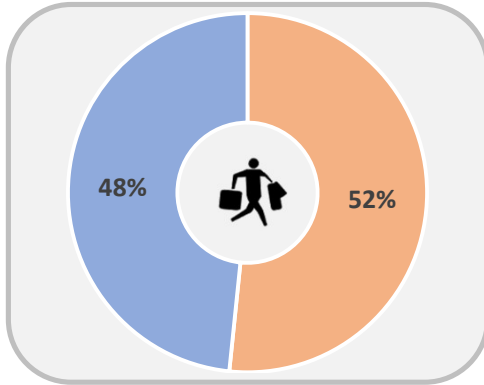
Icons sourced from www.easil.ly

Note: This report does not include international visitation statistics as YE December 2022 International Visitor Survey data are not available.

TOTAL DOMESTIC



Domestic overnight travel (orange) Domestic daytrip travel (blue)



Domestic overnight travel

Visitors: 1.4m (+57.2% YoY)
Nights: 3.4m (+36.1% YoY)
Expenditure: \$776.6m (+142.4% YoY)



Average spend
\$232 per night
\$565 per visitor



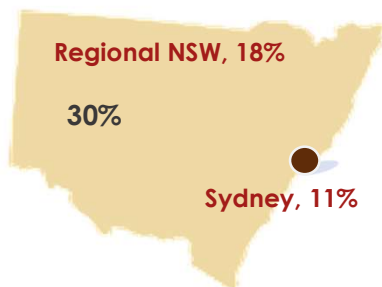
Average length of stay:
2.4 nights



#8 for visitors
#10 for nights
#9 for expenditure
In Regional NSW

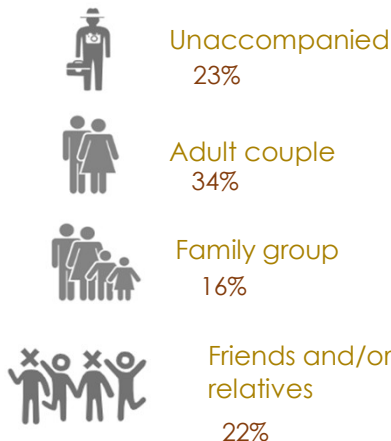
Origin

30% of the visitors came from within New South Wales



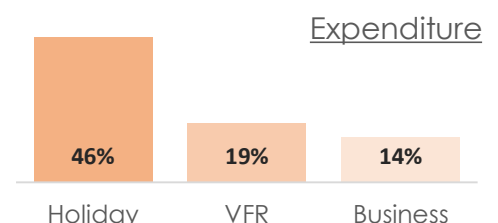
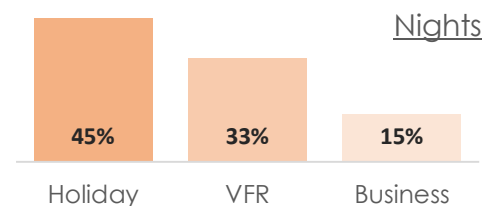
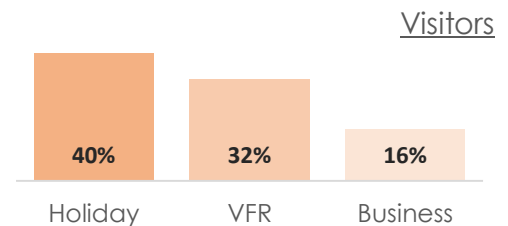
Travel party

34% of the visitors were adult couple



Purpose of visit

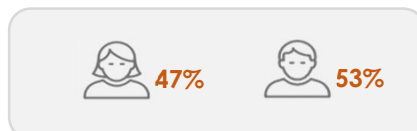
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Transport

Private vehicle or company car, 90%
Aircraft, n/p

Gender



The Murray Visitor Profile

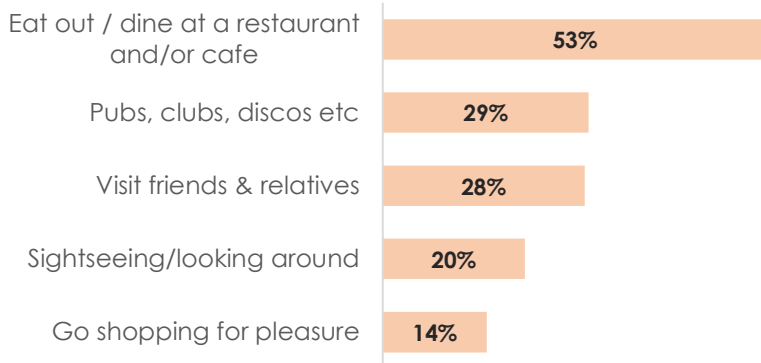
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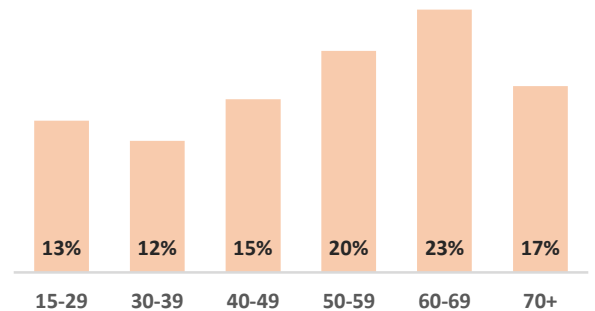
Icons sourced from www.easil.ly

Top 5 activities

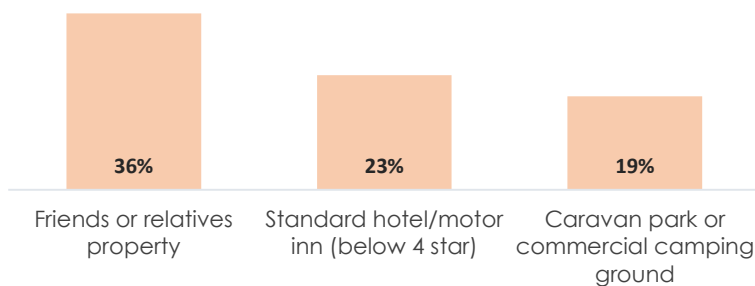


Age

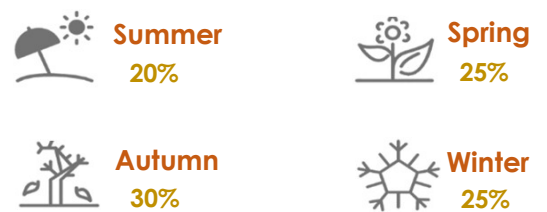
'60-69 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 1.3m (+19.2% YoY)
Expenditure: \$182.4m (-16.1% YoY)



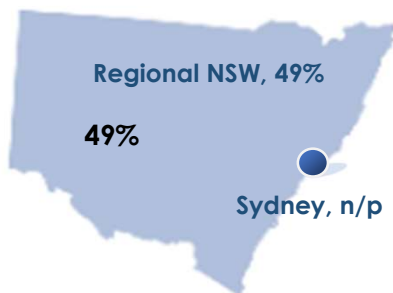
Average spend
\$142 per visitor



#9 for visitors
#10 for expenditure
In Regional NSW

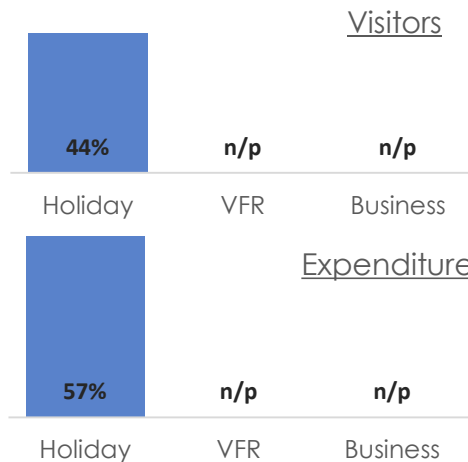
Origin

49% of the visitors to the region came from New South Wales

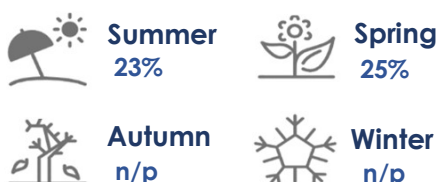


Purpose of visit

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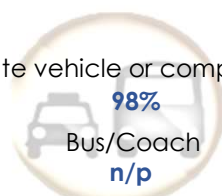
Travel season*



*by month returned from the trip

Transport

Private vehicle or company car



Gender

